

FIG. 1

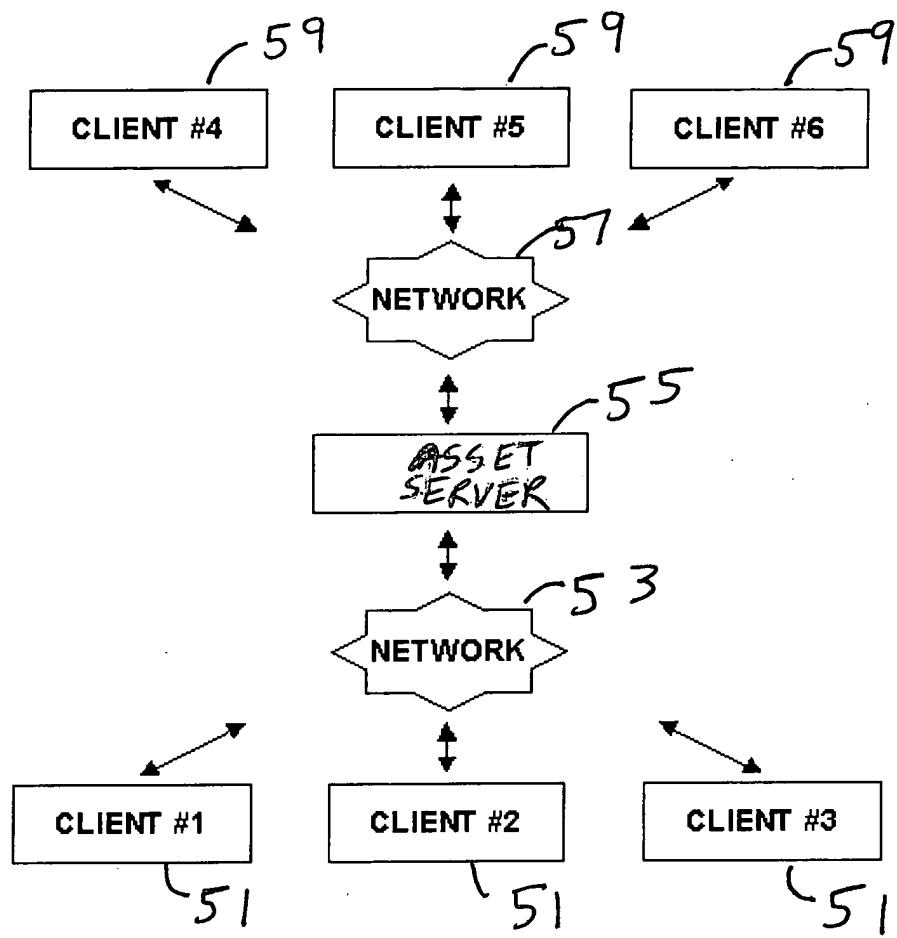


FIG. 2

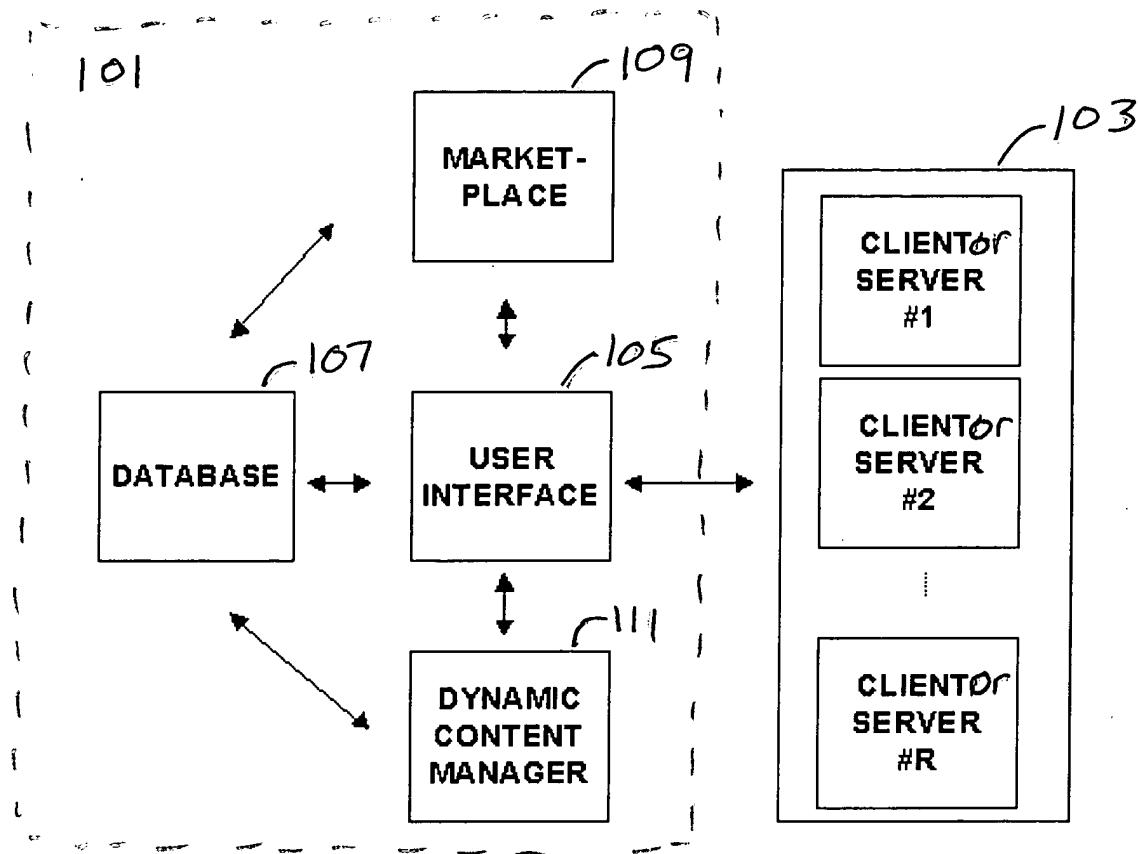


FIG. 3

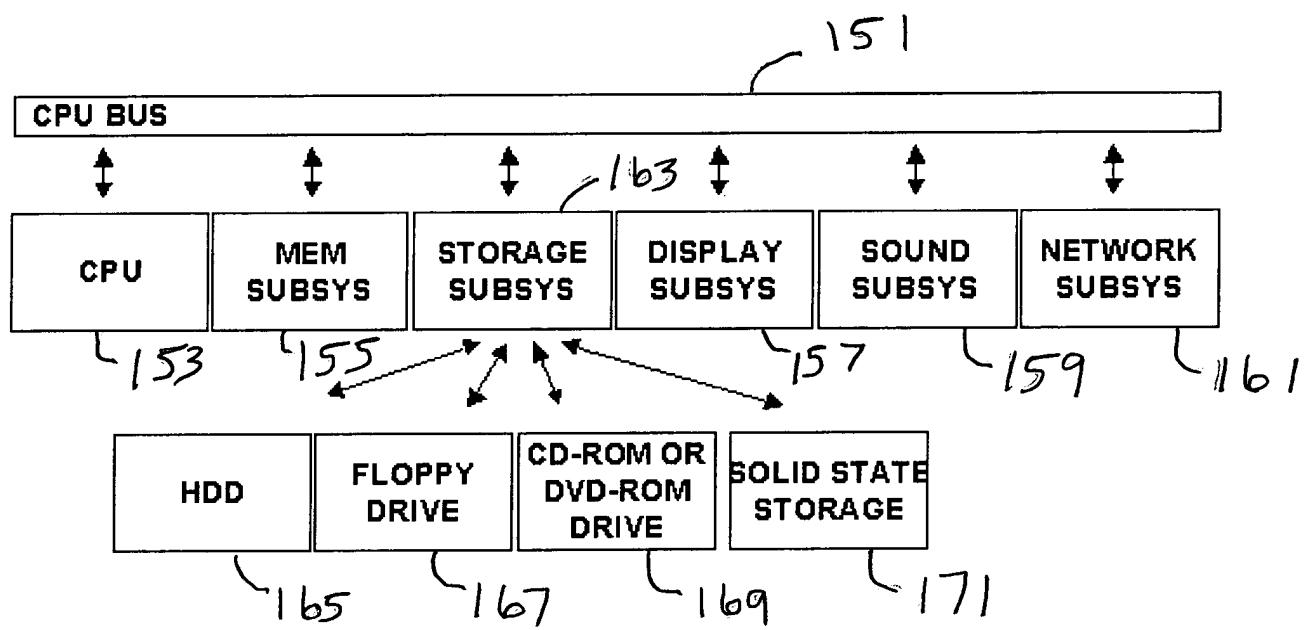


FIG. 4

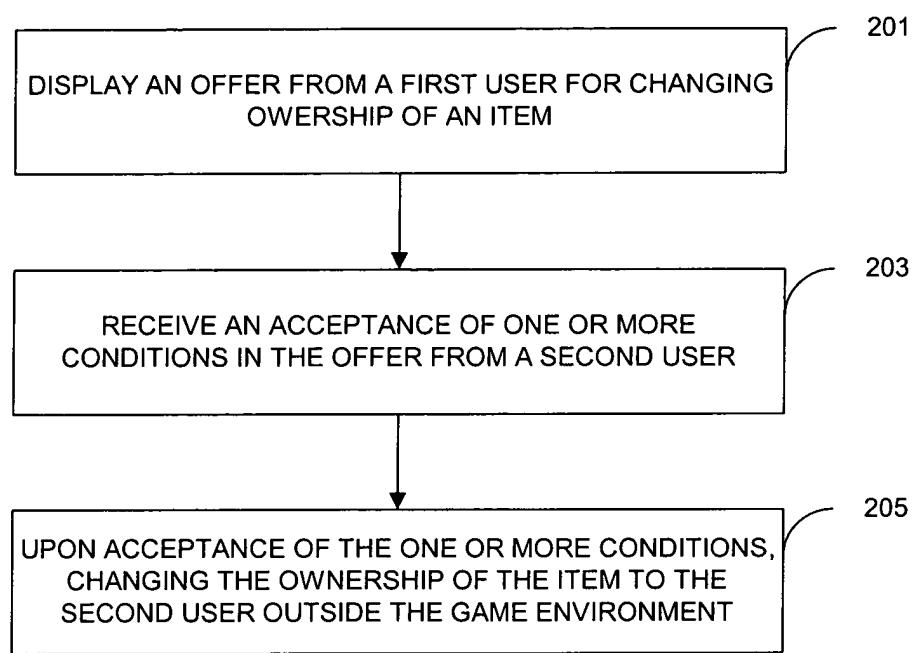


FIG. 5

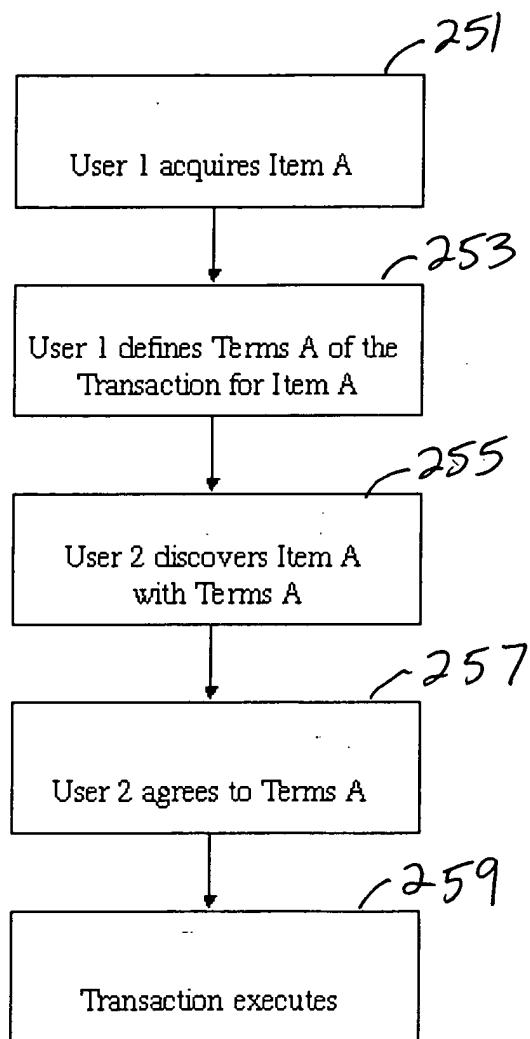


FIG. 6

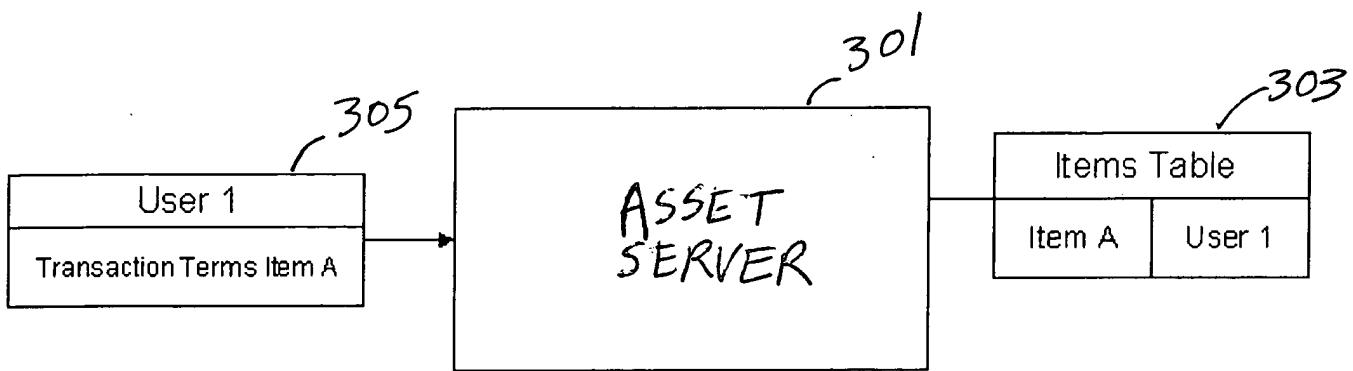


FIG. 7A

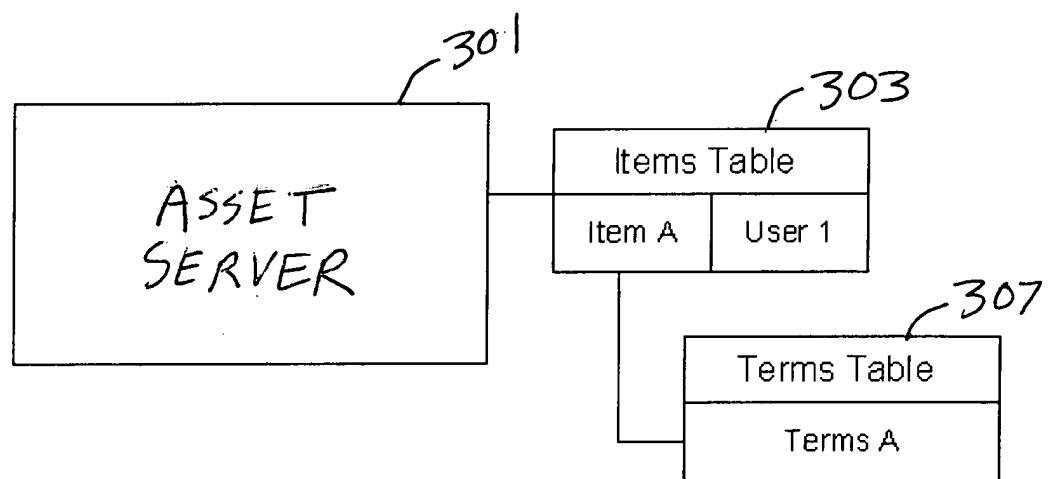


FIG. 7B

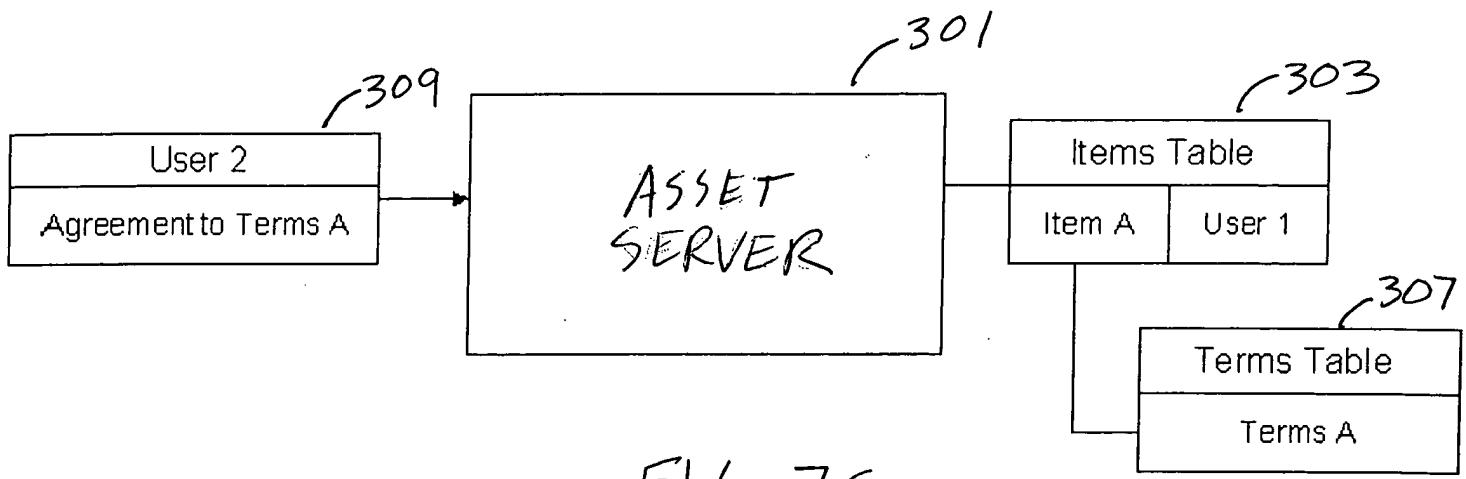


FIG. 7C

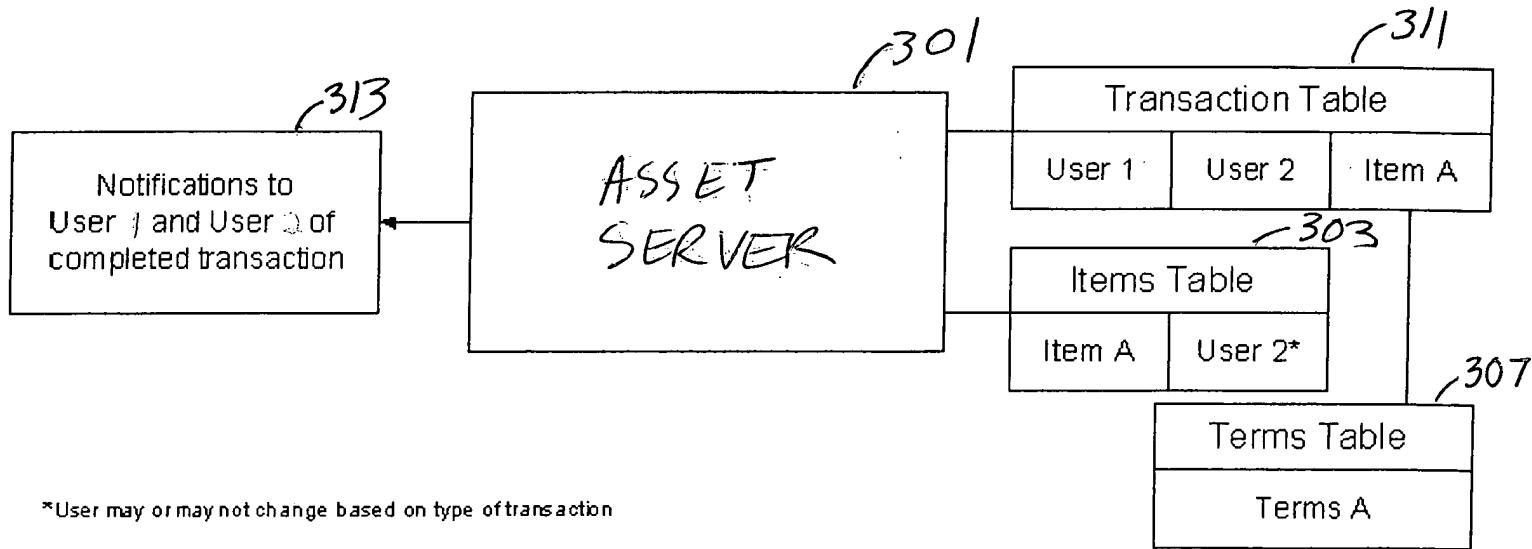


FIG. 7D

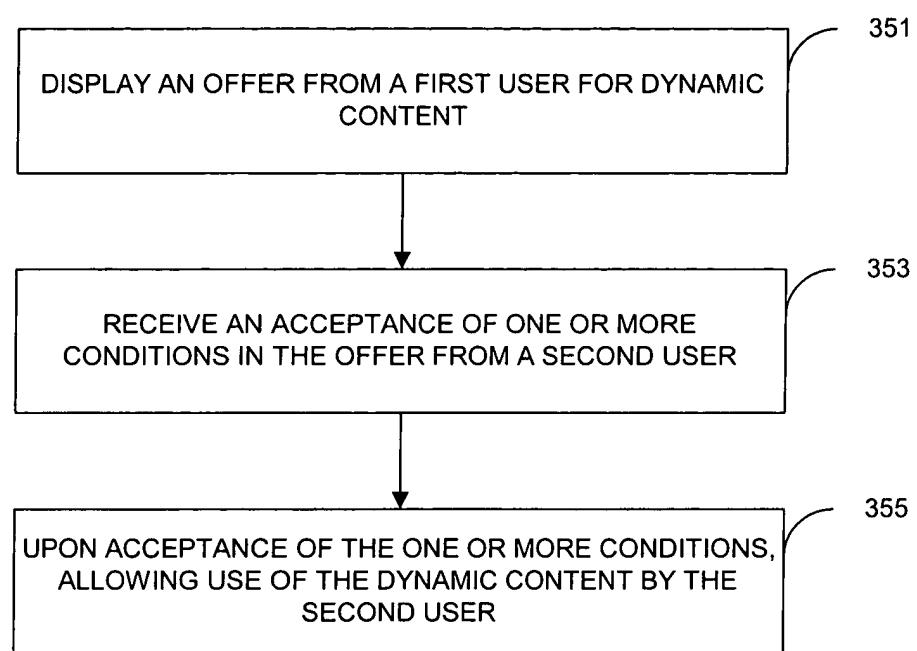


FIG. 8

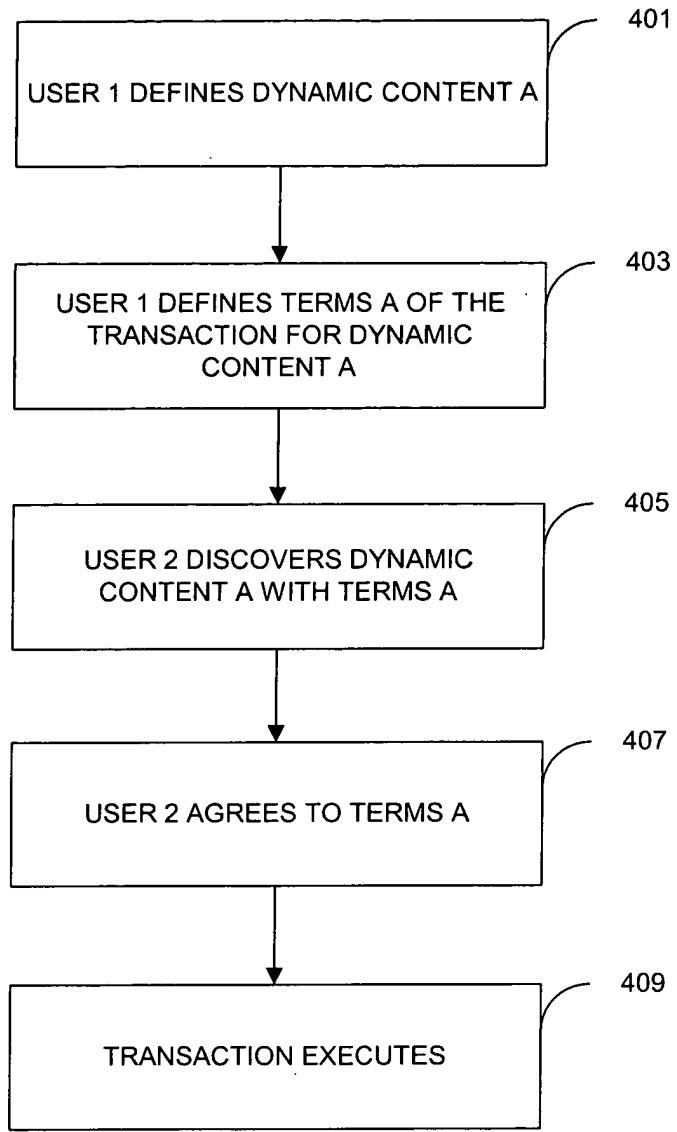


FIG. 9

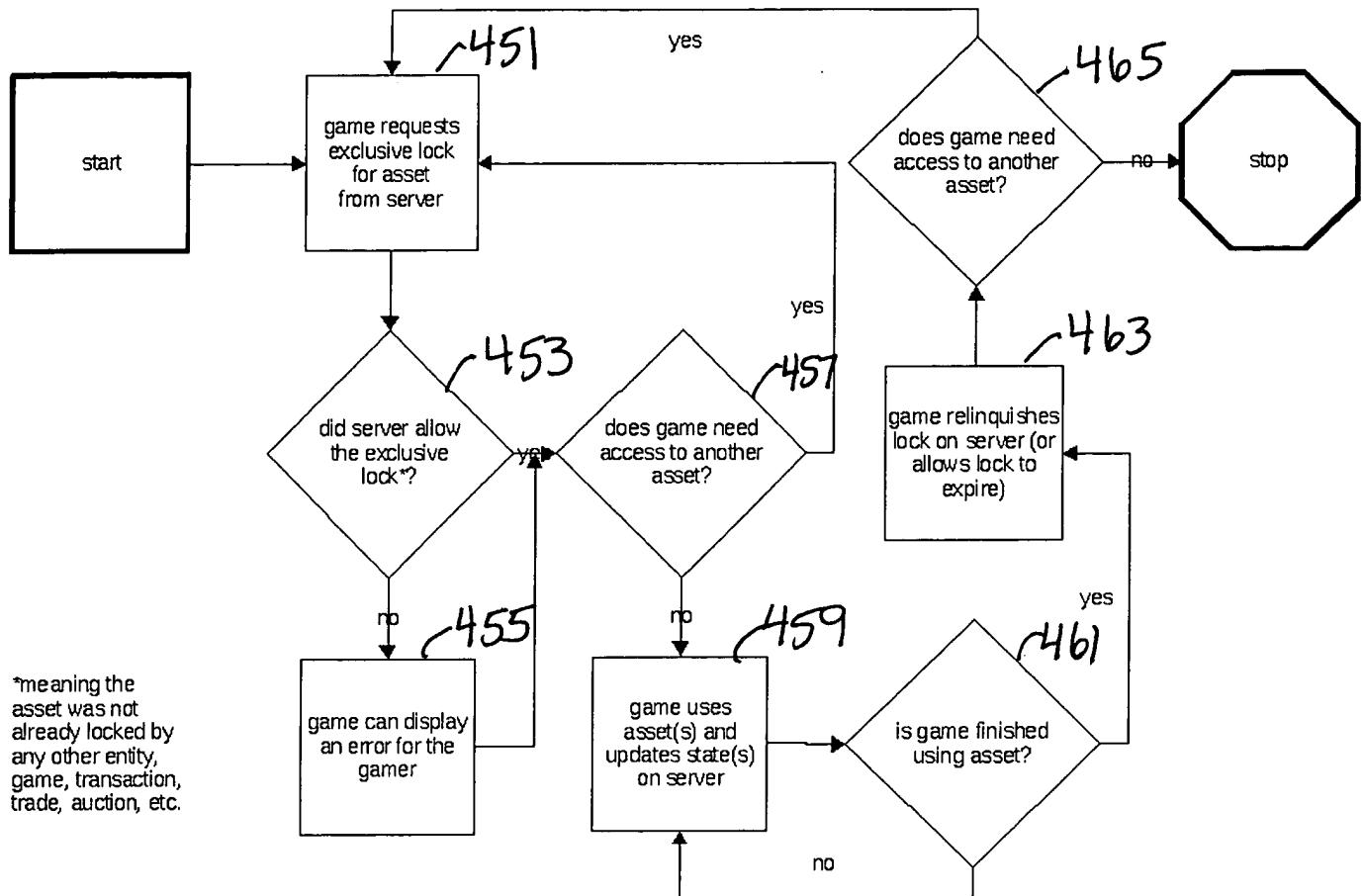


FIG. 10

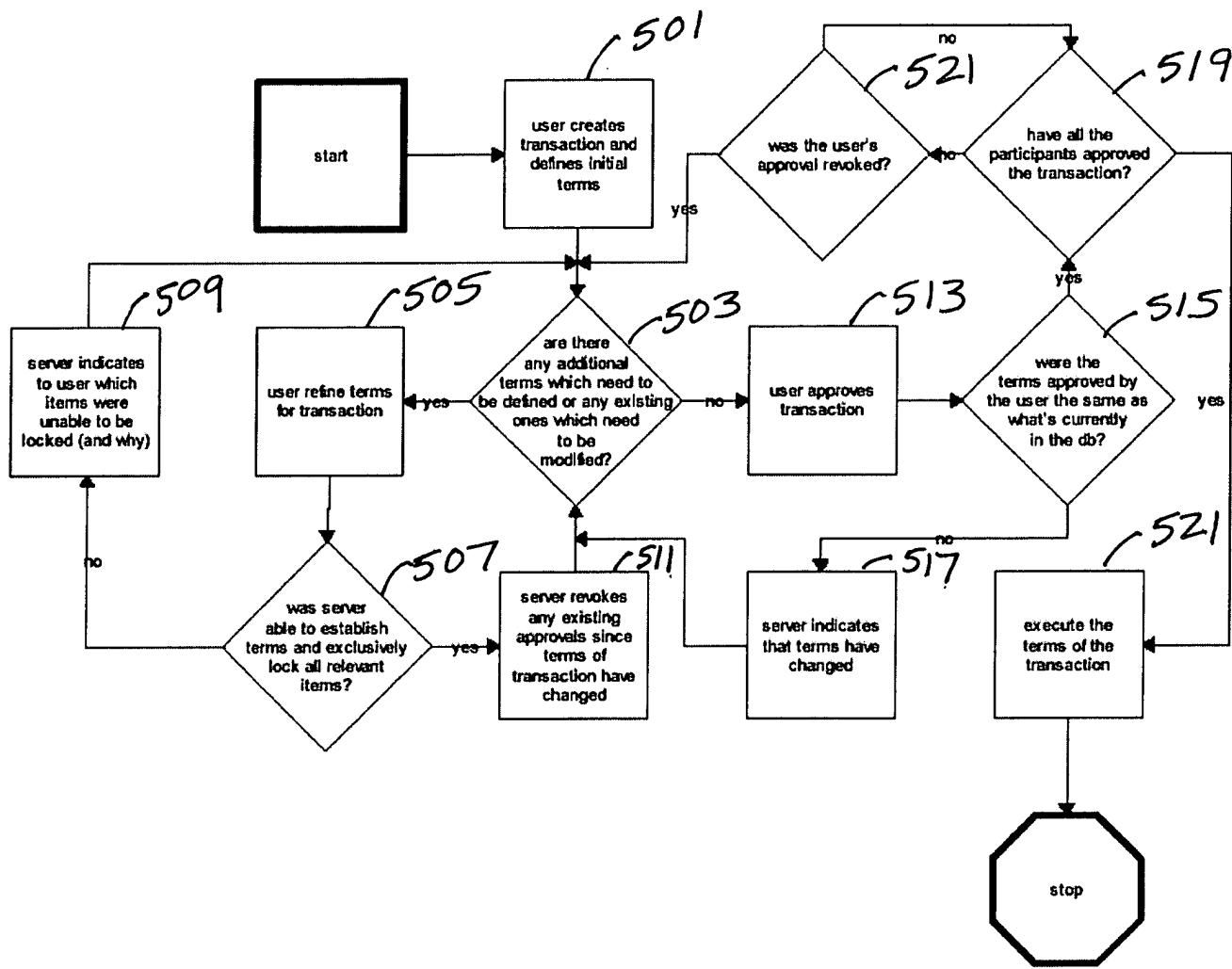


FIG. 11A

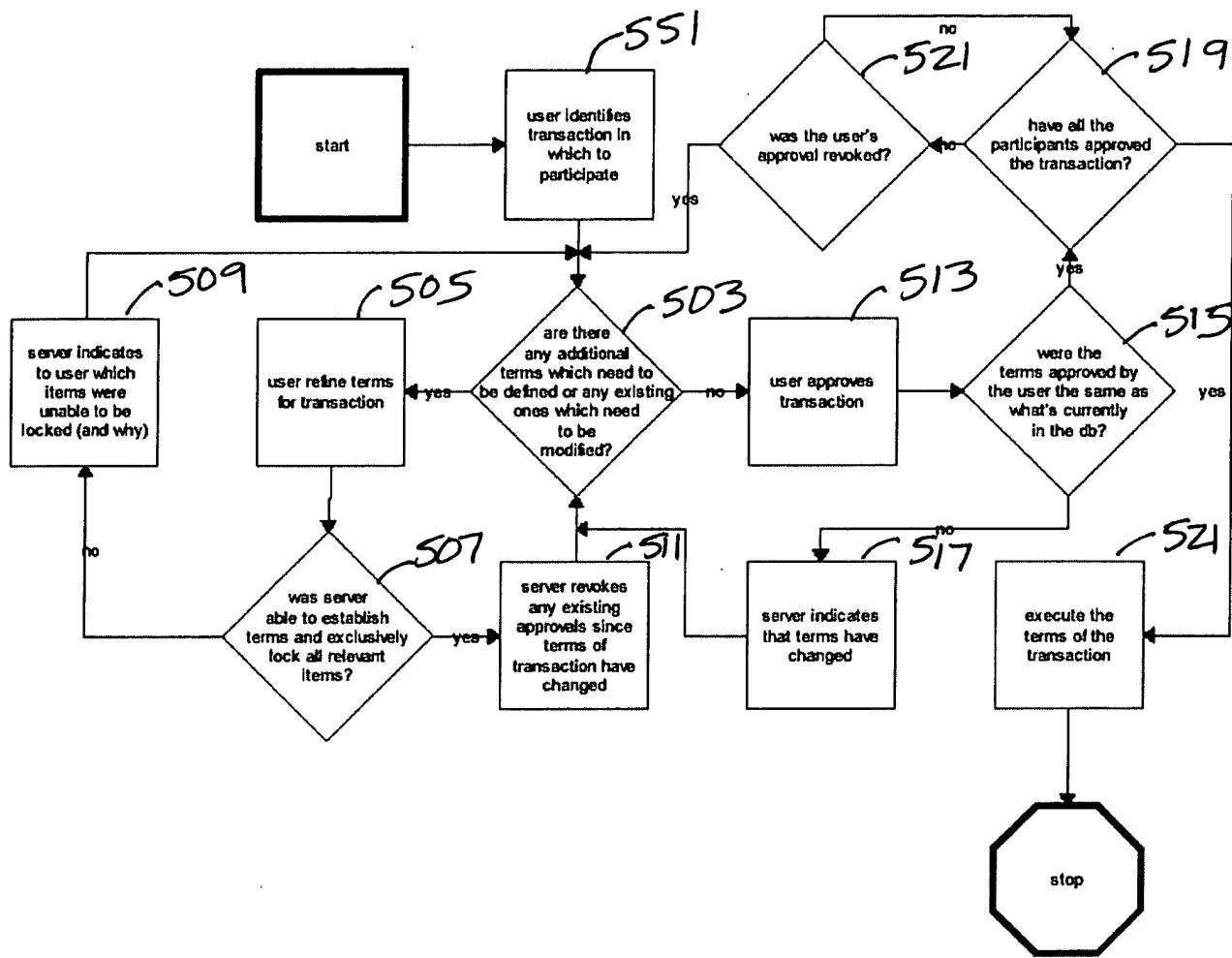
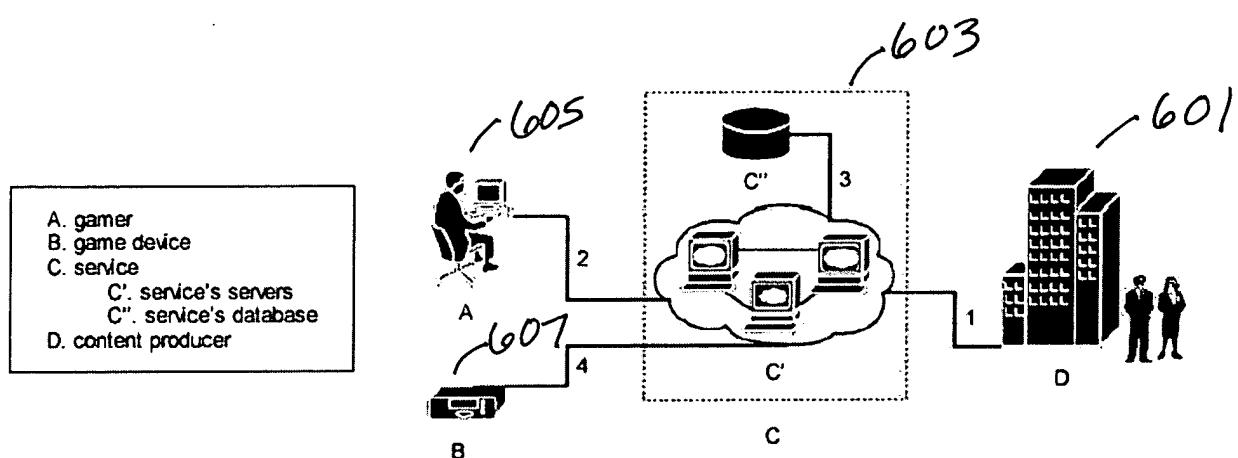


FIG. 11 B



1. Content producer (D) contacts service (C) via the service's servers (C') and indicates that an asset may be created in the service's database (C'') upon the meeting of certain conditions.
2. The gamer (A) contacts the service (C) via the service's servers (C') and meets the terms defined by the content producer (D) in step 1.
3. The service (C) creates an asset in the database (C'') belonging to the gamer (A) as defined by the terms defined by the content producer (D) in step 1.
4. The gamer (A) may now access and manipulate the asset created in step 3 via a game console (B) or other mechanism.

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